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Press Release

Citi moves international banking a step forward

New service pioneers cross border client credit references

New York, London, Singapore: A new personal banking and wealth management service being launched by Citi will help make relocation across continents easier for internationally mobile executives by providing a seamless banking experience as they move. The service, called Global Executive Banking, takes financial mobility to a new level for today's international executives by pioneering the use of "mobile credit," cross border client credit references, to provide credit cards on arrival in the destination country – an industry first. Launching today in the U.S., the U.K., and Singapore, the program will expand to additional countries throughout the year.

Global Executive Banking is designed to provide top executives with essential financial services in their destination country, so that upon arrival, they can be as prepared financially as if they were still at home. The objective is to be able to handle the financial needs in all three locations – in the executive's home country, in the country where his/her salary is credited and in the country where he/she lives. The new service was designed to be a win-win for the thousands of multinational organizations Citi works with and their relocating executives by facilitating the financial aspects of the relocation process for both.

Vicky Bindra, Executive Vice President, Customer Franchise Management, Citi Global Consumer Group International, said: "The value, convenience, and access we can offer clients through Global Executive Banking furthers our efforts to be *the* bank of choice for global executives. It's a great example of how Citi is leveraging its global reach, scale and expertise to provide clients with one relationship and one experience where they live now and in their next destination around the globe."

Through Global Executive Banking, clients will work with dedicated staff who are responsible for managing their clients' finances and providing access to an extensive range of financial solutions. These include banking products, investment services, convenient funds transfers, credit cards and personal loans for clients on, or as near as possible to, arrival, while complying with local regulations and privacy laws.

Jean-Louis Guisset, Head of Citibank International Personal Bank, EMEA, based in London, said: "One of the biggest frustrations for global executives as they move from country to country is that they 'lose' their credit history and do not have access to the credit facilities they qualify for at home." That's why we set out to differentiate our offering by pioneering 'mobile credit.' By leveraging our scale and expertise, we are able to provide products that meet the needs of our international executive clients as they relocate around the globe."

international personal bank

Global Executive Banking is a service offered through Citibank International Personal Bank businesses, which provides personalized financial services from 14 centers in North America, Asia Pacific and Europe.

For more information on Citibank Global Executive Banking visit www.citibank.com/geb/global or call Citibank International Personal Bank in London on +44 20 7500 1527 or visit www.ipb.citibank.co.uk.

About Citi

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